

## **Historic, Archive Document**

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62.75.

July 6, 1951

# BROWNELL ROSE BUSHEs

EASY TO GROW—LONG TO LIVE—SAVE REPLACEMENT EXPENSE

Hybridized and Grown in Little Compton, Rhode Island

Two-Year-Old

Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free.  
This applies to Tree Roses exposed down to 15° below.



## SUB-ZERO HYBRID TEAS

A new race from hardier Species that can bloom all summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero winters.

**ANNE VANDERBILT.** Exquisite coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

**BREAK O' DAY.** Orange to apricot, large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

**CEDRIC ADAMS.** The eminent radio commentator, lover of people and Roses, has placed his name on this most magnificent Rose. Out of thousands of candidates, Cedric Adams chose this sturdy, large and double scarlet to carmine Aristocrat of Rosedom to carry a beautiful Rose with his name to the rest of the Rose growers of the country.

**CREEPING EVERBLOOM\***. Light crimson-red, very double, can be grown low, should be in every creeper planting.

**CURLY PINK.** Matchless in the combination of size and form of bloom, beauty of cluster, constancy, vigor and foliage, hardiness and performance. When established, many large, two-toned pink blossoms, in several stages form a gorgeous bouquet on a single stem.

**DICK WILCOX.** A magnificent deep red Rose that can grow two feet or more in height in one growing season, upwards of a hundred of the largest very double blooms, year upon year, even following the coldest of sub-zero winters. Named after the well known rosarian formerly of Minnesota University, who discovered Brownell Roses would winter in the cold Northwest.

**DOLLY DARLING.** Fluffy daintiness, delightfully blended with sunset shades of pink rayon, overlaid with the luster of deeper rose taffeta, to recall that ballroom gown of yester-year.

**EARLY MORN.** Large, dignified, double flowers of that pleasing light pastel pink.

**KING BOREAS.** Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer; a beauty.

**LILY PONS.** White with pure yellow center, large, graceful flowers of indescribable delicacy; vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

**No. 112. UNNAMED.** With large, double, deep red blooms, abundantly displayed in Hybrid Tea form and cluster, on sturdy bushes that cover the bed for decades with one of the most strikingly beautiful of all red Roses.

## HARDY CLIMBING ROSES

**APRICOT GLOW.\*** Coppery pink, double, in abundant clusters; a brilliant shade of delicate beauty.

**BROWNELL RAMBLER.** Large, clear yellow, very double flowers, singly and in clusters.

**CARPET OF GOLD.\*** One of the earliest to brighten the garden with waves of brilliant pure yellow.

**COPPER GLOW.** Deep coppery orange, delightful spicy fragrance; latest color sensation.

**CORAL CREEPER.\*** All the shades of ocean coral complementing other delightful rose tints.

**DR. BURT.** Clusters of reddish orange, very double, sweet, fragrant bloom clusters.

**ELEGANCE.** The largest of blooms in perfect form; pure yellow center shading to white; magnificent display.

**FREDERICK S. PECK.\*** Deep grenadin-pink with yellow center, semi-double; an aristocrat.

**GOLDEN CLIMBER** (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking; very long, stiff stems.

**GOLDEN GLOW.\*** This is the spectrum-yellow, fragrant, abundant mass color display, of which the N. Y. World's Fair management planted 200, named the area "Rose Court" and they were proud of the display.

(\*) Also creepers suitable for ground cover, over walls, fences, arbors, etc.

**PRICES:** All types, except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

**BROWNELL ROSES**  
**LITTLE COMPTON, RHODE ISLAND**

# A NEW RACE

of Hardiness Previously Unknown in

## HYBRID TEA ROSES



RED DUCHESS  
Everblooming  
Sub-Zero  
Hybrid Tea

BREAK  
O' DAY  
Everblooming  
Sub Zero  
Hybrid Tea



# BROWNELL ROSE RESEARCH GARDENS LITTLE COMPTON, RHODE ISLAND

July 6, 1951

Library  
U. S. Dept. of Agriculture  
Washington 25, D. C.

Gentlemen:

Do you know why so many gardeners come to our door to exclaim - "Your roses are the most wonderful we have ever seen!"

Thousands of visitors see in our two acre garden dozens of beds fifteen to twenty years old without replacements, four or more feet tall, solidly topped with roses, large and beautiful as any.

Is it any wonder that through forty years of careful selection and scientific hybridizing they have come to grow sturdily like Species things in Nature.

We bud for test and cultivate the first year, a few selected from 10,000 hybridized seedlings each year - then leave them unattended to fight grass, weeds and wild shrubs; they hold their own; after three ~~—~~ years throughout the summer you can pick from them armsfull of beautiful everblooming Hybrid Teas. Can you do this with your tender hybrid teas?

There was a wayside nursery between two large New England cities doing a tremendous business; little by little they lost it. Do you suppose it was through lack of customer satisfaction?

A very large distributor <sup>in</sup> from Iowa recently reports - nearly all Brownell Roses came through a very bad winter while 40 to 75% of the others failed. Equally pleasing reports from hot areas.

We have what your customers have long wanted. Best to order your Brownell Roses now. Same price. We never have enough.

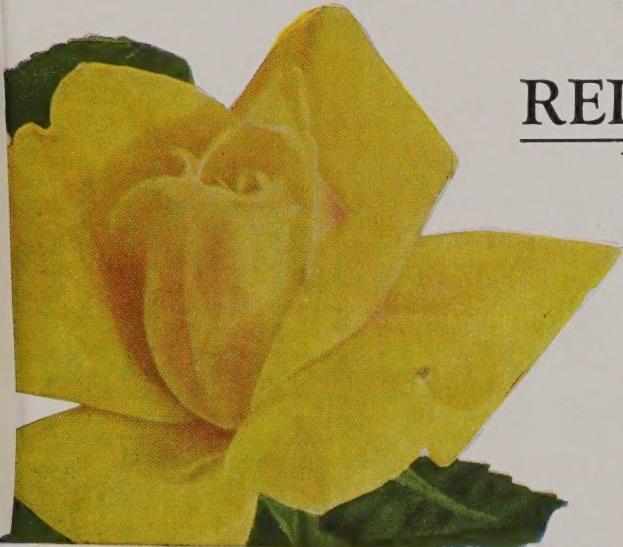
Sincerely,  
Brownell Roses

by Walter D. Brownell  
Walter D. Brownell  
Director





SHADES OF AUTUMN  
Everblooming Sub-Zero Hybrid Tea



GOLDEN GLOW—Hardy Climber

**PERHAPS . . .**

you are one of  
thousands told  
by a grower of  
them what they  
are.

**ORDER NOW**

We have never  
had enough.

ANNE  
VANDERBILT  
Everblooming  
Sub-Zero  
Hybrid Tea



# BROWNELL Rose Bushes

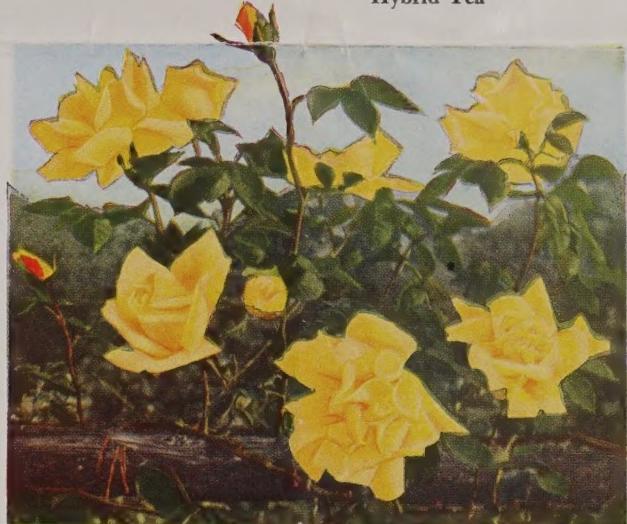
- They are more vigorous.
- They can live many times as long.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.

## WHY?

Because they are bred back to hardy species.



VELVETIER  
Everblooming Sub-Zero Hybrid Tea



Mrs. Arthur Curtis James  
The GOLDEN CLIMBER

COPPER  
GLOW  
Hardy  
Climber

# FLORIBUNDA TYPE OF SUB-ZERO ROSES

These are so named because of their constant and intense bloom. Some of the Sub-Zero Hybrid Teas fully qualify for both classes.

All of true Hybrid Tea form ("Nearly Wild" excepted). Worthy of any Rose bed.

**ANNE VANDERBILT.** Coppery orange; semi-double.

**CURLY PINK.** Large, full, recurled flowers, often in immense clusters; blooms of ideal Hybrid Tea type.

**FREE GOLD.** Spectrum yellow, informal flowers. Very good.

**LAFTER.** Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness.

**PRICES:** Except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

## Cultural Suggestions

**BED.** Any soil suitable to grow Corn or Potatoes can produce good Roses. Cow manure is the **only best fertilizer**.

**WHEN TO EXPECT PLANTS.** We favor fall planting. Spring orders are shipped for planting usually before April 15th; fall orders as soon as plants become dormant by three frosts, usually about November first.

**CARE UPON ARRIVAL.** Submerge in pail of thin mud to be planted within two days. If fall arrival is too late for planting, break earth frosted crust, dig hole, remove packaging material, bury tied bundle of plants in clean dirt, run water and mud between branches and roots. Fall planting is not to establish plants before winter but so buried they are in the best possible winter storage. In spring lift and plant as soon as ground is unfrozen, shade plant for ten days with bag, basket or dirt.

**PLANTING INSTRUCTIONS.** Garden earth containing manure, fertilizer, leaves, old or new, or any form of humus, in winter contact with stems will kill the plants. The words "Clean Dirt" herein mean any dirt free from such.

**SPRING PLANTING.** Plant Sub-Zero Hybrid Teas with graft joint 3 inches below bed level and Climbers 4 inches. Preferably in full sunshine. Sub-Zero Hybrid Teas 1½ to 2 feet apart according to size; Climbers and Creepers 3 to 6 feet apart. Make hole shape of inverted pail; fill in center 3 inches high; spread roots; half fill hole with clean, crumbly dirt; pack firmly; add one-half pail of water, damp earth and rain are no substitutes for this watering; hill up plant with clean, loose dirt or cloth, burlap or basket; remove in ten days.

**FALL PLANTING** is not to establish growth of roots or plants, but roots and stems frozen in muddy earth is the best winter storage, to plant when garden is first ready. Follow spring planting suggestions.

**WINTER PROTECTION.** Apply one of the following methods, just before the ground freezes, to insure larger plant in the spring.

No. 1. Tie stems and canes together. Bank up with three sods, grass side inside. This is sufficient if top and edges of sods are sealed with clean dirt.

**NEARLY WILD.** Larger than most wild Roses, single flowers in clusters, very colorful and supreme in constancy of bloom. Gives beautiful color all summer to a creeper planting.

**YELLOW CURLS.** Pure yellow, very double, medium in size, elegant in form; some grow 100 blooms on this one.

**RED ROBIN.** A brilliant red Rose of great dependence.

**TOMKINS RED.** Semi-double, very dark red blooms often in clusters. More than 100 blooms.

months, for winter resistance. Cultivate with hoe at least monthly. Keep all weeds, grass and other growing things at least two feet away, large shrubbery and trees more distant. Apply "dish water" to soil when available.

**REMARKABLE MIDSUMMER DISPLAY** is easily obtained by stretching sheeting four feet above Rose bed during hot sunny hours, with rings sewed in corners, over nails in tops of removable corner posts, set in pipe holes. Remove when garden is to be enjoyed. Dust or spray thoroughly weekly, water abundantly when needed. Plants, especially trees, should not dry out in the fall.

**DUSTING OR SPRAYING.** Pink Princess, the first and now several other of the Sub-Zero Hybrid Teas are, like most of the Climbers, free from premature defoliation on account of blackspot and require no dusting or spraying; others are more free than the average. Weekly dusting or spraying thoroughly on both sides of leaves and stems, requires but one-half minute per plant, insures performance and more midsummer and fall bloom. Consult your seed store for dependable duster or sprayer. Use "Mike" sulphur and/or Fermate to control fungus; nicotine for sucking insects; arsenate of lead for all chewing things and D.D.T. very lightly to kill Jap beetle, rose bugs and most other insects.

**PRUNING.** Consists in removing all small and unwanted wood. Cut dead wood back to a second good eye. Hard spring pruning produces less and larger flowers. As blooms fade cut back to third eye. Tie Climber canes as they grow horizontal to fan-shaped, no part of cane downward. If Creepers are desired closer to ground, weight down in winter with sticks.

**SPECIAL EXHIBITION DISPLAY, EARTH MIXTURE.** Place six inches of sods two feet below plant, fill up with mixture of one-third one-year-old cow manure, one-third oak leaf mold, and one-third good loam; a little assorted seaweed if available.

**EVERBLOOMING CLIMBERS.** The name universally adopted for this class is not appropriate, as their rebloom is very much more limited than that of the Sub-Zero Hybrid Teas, and is dependent upon environment; and yet a few blooms in August means more to many than a hundred in June.

WE are glad to have your inquiry or report.

# BROWNELL ROSES

LITTLE COMPTON, RHODE ISLAND